

**PROBLEM GAMBLING PREVENTION  
MEDIA BUY**

**ADP-RFP-05-9**

The Office of Problem Gambling (OPG) in the Department of Alcohol and Drug Programs (ADP) is soliciting competitive proposals from bidders who possess strong skills, knowledge and abilities to provide strategic radio and outdoor planning and buying media services required for the problem gambling prevention program. The selected contractor will develop and implement a media plan, including ethnic media, utilizing previously-produced radio spots and outdoor display to address a targeted portion of the public.

The initial contract term will be for 14 months from the contract's full execution date, with possible renewals of three additional 12-month contract terms.

Bids should be submitted for an amount up to, but not to exceed \$2,462,777 for a contract term of 14 months. Funding for any renewals is at OPG's sole discretion and is contingent upon the availability of funds. Any subsequent renewals of the contract will be for an estimated amount of \$1,000,000 for each year.

Bidder must be a California-based organization in good standing with the State government.

Bid Proposal Due Date: April 14, 2006, 4:00 p.m.

For a copy/download of the RFP, click [here](#).

If you have any questions, please do the following:

E-mail [mdavis@adp.state.ca.us](mailto:mdavis@adp.state.ca.us)

or

FAX (916) 324-5105